

It All Adds Up To Cleaner Air Initiative
Seasonal Theme Program Materials: Summer

SAMPLE NEWSLETTER STORY

A story designed for organization newsletters, to inform external audiences about the Summer Theme Program and available materials.

National Clean Air Public Education Campaign Launches Summer Theme Program

A national public education campaign to improve air quality and reduce traffic congestion has added new resources focused on summer themes.

The *It All Adds Up To Cleaner Air* initiative – cosponsored by the U.S. Department of Transportation and U.S. Environmental Protection Agency – now has available summer-specific public education materials.

With summer air pollution programs in full swing, these themes encourage people to keep three simple steps in mind when they're heading out on the road: refuel when it's cool; don't top off the tank; and use less gas by maintaining your car; not idling and buying or renting a low-emission and fuel-efficient car. The goal of the initiative is to raise public awareness that by making a few small changes in our travel choices we can have cleaner air this summer.

New promotional materials include:

- A flash e-mail that combines music, pictures and text to highlight the summer-program messages, plus instructions on how to link to it from your Web site
- Five print ads that link refueling and other actions with the summer theme
- Three outdoor transit ads focusing on the summer messages
- Three radio scripts that link refueling and other actions with the summer theme
- A flyer with the summer tips
- An online quiz focused on the summer tips, plus instructions on how to add it to your Web site
- A sample press release that a community could use to announce its participation in the summer theme program
- Event/activity suggestions for promoting the summer tips

- A “road trip checklist” flyer

(NAME OF ORGANIZATION) is participating in the initiative, so keep an eye out for the messages in our outreach materials this summer. For more information on the (NAME OF ORGANIZATION) program, contact (ORGANIZATION CONTACT NAME AND PHONE NUMBER OR URL). The new seasonal information is available for download at www.italladdsup.gov/community_partners/seasonal.html.